

**LISTING OF THE CLAIMS:**

This listing of claims replaces all prior versions, and listings, of claims in the application:

- 1 1. (Original) A method comprising:
  - 2 receiving a selection to buy an upgraded media feature for a programming transmission;
  - 3 automatically coordinating purchase of the upgraded media feature for the programming
  - 4 transmission; and
  - 5 automatically coordinating provision of the upgraded media feature for the programming
  - 6 transmission.
- 1 2. (Original) The method of claim 1 wherein the receiving comprises receiving the selection
  - 2 from an entertainment system, and the programming transmission is provided to the
  - 3 entertainment system with the upgraded media feature.
- 1 3. (Original) The method of claim 1 wherein the automatically coordinating the purchase of the
  - 2 upgraded media feature comprises:
    - 3 billing a client for services performed by a server system; and
    - 4 providing billing information about the client to at least one of a plurality of
    - 5 programming transmission sources that provided the programming transmission.
- 1 4. (Original) The method of claim 3 wherein the billing is one of performed individually for each
  - 2 billable transaction and performed according to a billing cycle for at least one billable transaction
  - 3 during the billing cycle.

1 5. (Original) The method of claim 1 wherein the automatically coordinating the purchase of the  
 2 upgraded media feature comprises:  
 3 billing a client for services performed by a server system and at least one of a plurality of  
 4 programming transmission sources that provided the programming transmission; and  
 5 receiving a bill for the portion of the services performed by the at least one of the  
 6 plurality of programming transmission sources at a later time.

1 6. (Original) The method of claim 5 wherein the billing the client and receiving the bill are one  
 2 of performed individually for each billable transaction and performed according to a billing cycle  
 3 for at least one transaction during the billing cycle.

7. (Cancelled)

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 1 8. (Original) A method comprising:  
 2 sending a selection to a server system to buy an upgraded media feature for a  
 3 programming transmission; and  
 4 receiving the programming transmission with the upgraded media feature.

1 9. (Original) The method of claim 8 further comprising:  
 2 receiving a bill, said bill based at least in part on receiving the upgraded media feature.

1 10. (Original) The method of claim 9 wherein the receiving the bill comprises a charge to a credit  
2 account at one of the end of a billing cycle and at a time when the upgraded media feature is  
3 received.

1 11. (Original) The method of claim 8 wherein the programming transmission comprises at least  
2 one of a movie, a documentary, an audio production, an interactive media event, a situation  
3 comedy, a news program, and a televised sports event.

1 12. (Original) The method of claim 8 wherein the upgraded media feature comprises at least one  
2 of a video upgrade, an audio upgrade, a recordable version, and an increased access rate for an  
3 interactive event.

1 13. (Original) The method of claim 8 wherein the programming transmission is received from  
2 one of a plurality of programming transmission sources and the plurality of programming  
3 transmission sources include at least one of cable television, antenna reception, satellite  
4 reception, mini-dish satellite reception, telephone dial-up service, and Internet access.

1 14. (Original) A machine readable storage medium having stored thereon machine readable  
2 instructions, execution of said machine readable instructions to implement a method comprising:  
3 receiving a selection to buy an upgraded media feature for a programming transmission;  
4 automatically coordinating purchase of the upgraded media feature for the programming  
5 transmission; and

6 automatically coordinating provision of the upgraded media feature for the programming  
7 transmission.

1 15. (Original) The machine readable storage medium of claim 14, execution of said machine  
2 readable instructions to further implement:

3 billing a client for services performed by a server system; and  
4 providing billing information about the client to at least one of a plurality of  
5 programming transmission sources that provided the programming transmission.

1 16. (Original) The machine readable storage medium of claim 14 execution of said machine  
2 readable instructions to further implement:

3 billing a client for services performed by a server system and at least one of a plurality of  
4 programming transmission sources that provided the programming transmission; and  
5 receiving a bill for the portion of the services performed by the at least one of the  
6 plurality of programming transmission sources at a later time.

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17. (Cancelled)

1 18. (Original) A machine readable storage medium having stored thereon machine readable  
2 instructions, execution of said machine readable instructions to implement a method comprising:

3 sending a selection to a server system to buy an upgraded media feature for a  
4 programming transmission; and  
5 receiving the programming transmission with the upgraded media feature.

1 19. (Original) The machine readable storage medium of claim 18 execution of said machine  
 2 readable instructions to further implement:  
 3 receiving a bill, said bill based at least in part on receiving the upgraded media feature.

1 20. (Original) The machine readable storage medium of claim 19 wherein the receiving the bill  
 2 comprises a charge to a credit account at one of the end of a billing cycle and at a time when the  
 3 upgraded media feature is received.

1 21. (Original) An apparatus comprising:  
 2 a server system to receive a selection to buy an upgraded media feature for a  
 3 programming transmission, automatically coordinate purchase of the upgraded media feature for  
 4 the programming transmission, and automatically coordinate provision of the upgraded media  
 5 feature for the programming transmission.

22. (Cancelled)

1 23. (Original) An apparatus comprising:  
 2 a client system to send a selection to a server system to buy an upgraded media feature  
 3 for a programming transmission, said client system to receive the programming with the  
 4 upgraded media feature.

1 24. (Original) The apparatus of claim 23 wherein the client system comprises:  
2 an entertainment system to display the programming transmission with the upgraded  
3 media feature; and  
4 a user interface to provide a plurality of selection options to a user, said user interface to  
5 receive the selection from the user.

1 25. (Original) An apparatus comprising:  
2 a receiver to receive a selection to buy an upgraded media feature for a programming  
3 transmission;  
4 a purchasing unit to automatically coordinate purchase of the upgraded media feature for  
5 the programming transmission; and  
6 a provision unit to automatically coordinate provision of the upgraded media feature for  
7 the programming transmission.

1 26. (Original) An apparatus comprising:  
2 a sending unit to send a selection to a server system to buy an upgraded media feature for a  
3 programming transmission; and  
4 a receiving unit to receive the programming transmission.